

Message Text

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PAGE 01 PARIS 33948 311411Z

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 /020 W

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R 311153Z DEC 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 6459

UNCLAS PARIS 33948

E.O. 11652: N/A

TAGS: BEXP, AFSP

SUBJECT: COUNTRY COMMERCIAL PROGRAMS FOR FY 77 AND
PRELIMINARY INPUTS FOR FY 78

REF: STATE A-7369, DECEMBER 10, 1975

1. WE WELCOME MANY USEFUL REFINEMENTS AND INNOVATIONS
IN CCP CONCEPTS REFLECTED IN REFAIR. WE ARE PARTICULARLY PLEASED WITH CLEARER LINKAGE TO COMMERCE TARGET INDUSTRIES AND WITH NEW EMPHASIS ON ACTIVITY RATHER THAN STATISTICAL GOALS AND ON QUALITY RATHER THAN QUANTITY IN PTO'S.

2. IN PREPARING OUR JANUARY 23 AND SUBSEQUENT SUBMISSIONS, HOWEVER, IT WOULD BE HELPFUL TO HAVE EARLY CLARIFICATION OF FOLLOWING POINTS WHICH ARE FUZZY IN REFAIR AND ATTACHED SAMPLE DRAFT:

A) WHAT IS DISTINCTION BETWEEN CAMPAIGN ACTIVITY AND "CUSTOMARY" ACTIVITY? WE PRESUME TABLES I AND II(A) REPRESENT ATTEMPT TO SHOW APPLICATION OF SAME RESOURCES BY CAMPAIGN AND FORM OF ACTIVITY RESPECTIVELY, BUT ARE PUZZLED BY FACT THAT TOTAL E/C PERSONNEL AND FINANCIAL RESOURCES AVAILABLE ARE FULLY ALLOCATED IN SAMPLE DRAFT TABLE I TO CAMPAIGNS DESPITE LINE AT BOTTOM WHICH RIGHTLY SUGGESTS THAT ONLY FRACTION OF RESOURCES ARE SO ALLOCATED. WE WOULD PREFER TO CARRY IN TABLE I TOTALS BY CAMPAIGN OF RESOURCE ALLOCATIONS IN LINES 1-15 OF TABLE II(A) WHICH ARE UNCLASSIFIED

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LEGITIMATELY ATTRIBUTABLE TO CAMPAIGNS.

B) WHY IS REVERSE INVESTMENT PROGRAM TREATED SO LIGHTLY IN REFAIR (APPARENTLY AS ADJUNCT TO SERVICES IN SUPPORT OF U.S. INVESTMENT ABROAD)? OUR IMPRESSION FROM STATE A-7029, SEPTEMBER 10, 1974, AND OTHER GUIDANCE HAS BEEN THAT, IN DEVELOPED COUNTRIES AT LEAST, PROMOTION OF FOREIGN INVESTMENT IN U.S. REMAINS CARDINAL FEATURE OF U.S. BOP PROGRAM. IF THIS IMPRESSION IS INCORRECT IT WILL SUBSTANTIALLY ALTER OUR RESOURCE ALLOCATIONS AND CAMPAIGN STRUCTURE FOR FY 77 AND 78.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975PARIS33948
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750451-0766
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975121/aaaaaaku.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-7369
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 09 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 JUN 2003 by ReddocGW>; APPROVED <30 JAN 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAMS FOR FY 77 AND PRELIMINARY INPUTS FOR FY 78
TAGS: BEXP, AFSP
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006